

# Town of Lovettsville

## AGENDA EVENTS COMMITTEE MEETING

TUESDAY, MARCH 19, AT 7:30 PM  
LOVETTSVILLE TOWN HALL  
6 EAST PENNSYLVANIA AVENUE, LOVETTSVILLE, VA

1. Call to Order
2. Reports from Sub-Committees
  - a. Love MayFest – Joe Suits
  - b. Love America – Melissa Barton
  - c. Love Summer – Tiffany Dunlap
  - d. Love Oktoberfest – Jim McIntyre
  - e. Love Winter – Caitlin Keefe
3. Old Business
  - a. Finalize Events Committee Charter
4. New Business
  - a. None
5. Other Items
  - a. Scheduling Work Day at Town Green
    - i. Survey electrical needs
    - ii. Survey port-a-potty placement
    - iii. Select locations for anchors for banner posts
6. Adjournment

## Charter of the Town of Lovettsville Events Committee

### Committee

The Events Committee Chair shall be selected by the Town Council from among the members of the Council, and the committee shall include one additional Member of the Town Council who will serve as the Council's representative. The Council shall appoint sufficient Members at-large to conduct the business of the Committee, including the Chairs of each of the Town's five Events Subcommittees. One representative from the Planning Commission shall be appointed to the Events Committee by the Town Council. Additional, non-voting Members may be appointed by the Council. The Committee shall select an appointed Member to serve as Vice Chair.

### Meetings

The Committee shall have the power to call meetings to discuss and recommend policies within its jurisdiction, and to receive testimony at public hearings called for the same purpose. All meetings and hearings shall abide by the open meeting requirements of the Town and Laws of the Commonwealth of Virginia.

Meetings shall be held on the ~~third second~~ Tuesday of each month, with additional meetings subject to the call of the Chair or by request of a majority of the Members of the Committee. When coinciding with Federal holidays, meetings shall be automatically moved to the ~~fourth~~ third Tuesday. Modifications to this schedule may be made by motion or informal discussion with a majority of the Members responding in the affirmative.

Quorum shall be comprised of a majority of the appointed, voting Members. Meetings shall adhere to Roberts Rules of Order and are subject to additional rules as may be imposed by the Council.

### Jurisdiction

The jurisdiction of the various Town Council Committees shall indicate both the core policy areas and delineate the extent of the Committee's influence on matters which might overlap with other standing Committees.

To the greatest extent possible, Committees should refrain from taking action on matters outside their jurisdiction, notwithstanding discussions on broad issues which may include information or areas covered by other or multiple Committees. All matters not within the jurisdiction of a Committee shall be reserved for the Town Council or other Committees as shall be appointed by the Town Council.

It shall be the jurisdiction of the Events Committee to advise the Town Council on all matters pertaining to Events Planning, including: For this Committee, the jurisdiction shall include: ~~“Events planning;~~ operations and compliance with local, state, and Federal laws; coordination with county and state agencies for public safety, traffic, and pedestrian management; vendors and procurement for events; liability insurance and safety best practices; event funding, sponsorships, and fiscal policy; oversight, audits, internal controls, and approval of budgets; appropriated funding requests; capital improvements and equipment purchases related ~~solely~~ to

event functions; implementation of event branding and promotion; volunteer recruitment, incentives and management; and policies governing events, generally.”

### Subcommittees

The Events Committee shall maintain five standing subcommittees: Love America, Love MayFest, Love Summer, Love Oktoberfest, and Love Winter. Each subcommittee shall include one Member of the Town Council who will serve as the Council’s representative and one member of the Planning Commission. The Council shall appoint sufficient Members at-large to conduct the business of the Committee. Subcommittees may request that Town Council appoint additional voting members, as deemed necessary. Each subcommittee shall select a Chair and a Vice Chair from among its members, and may remove members by 2/3 vote.

Each subcommittee must prepare a budget in collaboration with the Town Manager, for review by the Town Council no less than 60 days prior to the start of its event. Each subcommittee shall coordinate with the Town Manager to approve a Scope of Services to be provided to the subcommittee by Town Staff. Each subcommittee shall have the power to call meetings to discuss matters within its jurisdiction, and all meetings shall abide by the open meeting requirements of the Town and Laws of the Commonwealth of Virginia. Quorum shall be comprised of a majority of the appointed, voting Members. Meetings shall adhere to Roberts Rules of Order and are subject to additional rules as may be imposed by the Council.

The scope for each Event Subcommittee shall be:

- Love America:
  - history, purpose, and goals of the subcommittee shall be completed by the subcommittee
  
- Love MayFest:
  - history, purpose, and goals of the subcommittee shall be completed by the subcommittee
  
- Love Summer:
  - history, purpose, and goals of the subcommittee shall be completed by the subcommittee
  
- Love Oktoberfest:
  - history, purpose, and goals of the subcommittee shall be completed by the subcommittee

• Love Winter:

- history, purpose, and goals of the subcommittee shall be completed by the subcommittee

# Town of Lovettsville

## AGENDA EVENTS COMMITTEE MEETING

TUESDAY, JULY 9, 2018 AT 7:30 PM  
LOVETTSVILLE TOWN HALL  
6 EAST PENNSYLVANIA AVENUE, LOVETTSVILLE, VA

1. Call to Order
  - a. Jim McIntyre, Harriet West, Jessie Cedoz, Nate Fontaine, Joe Suits
2. Reports from Sub-Committees
  - a. Oktoberfest – Jim McIntyre
    - a. No report
  - b. MayFest – Joe Suits,
    - a. Still compiling lessons learned
  - c. Love America – Kim Allar
    - a. Has obtained speaker for Veterans Day
    - b. Would like a bigger social media presence
      - i. Recommended to use town FB page
  - d. Love Summer – Jessie Cedoz
    - a. Attendance goal of 2,000 for As If
    - b. Filing County Event Management form for each event
  - e. Love Winter – TBD
3. Acquisition of an All-Terrain Utility Vehicle for use by Town and Events
  - a. More questions than answers
    - i. Is it street legal
    - ii. Can we rent them?
    - iii. How much would the Utility crew use one?
    - iv. How much would Henry use one?
    - v. What are our needs?
      1. 4 seats
      2. Full size bed
4. Point of Sale System for Events
  - a. Signup.com can be used year round to tap into volunteer pool
5. Other Items
  - a. Big sound board needs repairs
  - b. Need spare bulb for projector
    - i. \$140
6. Adjournment

# Town of Lovettsville

## MINUTES EVENTS COMMITTEE MEETING

TUESDAY, AUGUST 14, 2018 AT 7:30 PM  
LOVETTSVILLE TOWN HALL  
6 EAST PENNSYLVANIA AVENUE, LOVETTSVILLE, VA

1. Call to Order
  - a. Jim McIntyre, Joe Suits, Kim Allar, Tiffany Dunlap
2. Reports from Sub-Committees
  - a. Love Summer – Tiffany Dunlap
    - a. Meeting on August 29 to work on their charter
  - b. Oktoberfest – Jim McIntyre
    - a. Discussion of food vendor fees
  - c. Love America – Kim Allar
    - a. Bobby Zoldos is handling Patriot Day
  - d. Love Winter – TBD
    - a. Kim Allar will help transition to new committee
  - e. MayFest – Joe Suits
    - a. Working on Final report
    - b. Meeting in October-November to reorganize
3. Support from Town Staff (Scope of Services – Logistics, Bookkeeping, Permits, Barn)
  - a. Scopes of Services in place for Mayfest and Love Summer. Working on Scope for Oktoberfest.
4. Acquisition of an All-Terrain Utility Vehicle for use by Town and Events
  - a. Harriet will check with staff about the usefulness of an ATV to support their work
  - b. Harriet will check with VML about insurance and licensing
  - c. Oktoberfest and Mayfest each tentatively offered to contribute \$6,000 toward purchase
  - d. Would need to contribute \$2,000 annually to 3RM for maintenance and replacement
5. Discussion of power needs at Town Green and Zoldos Square
  - a. Love Summer would like power at the far east end of the Green...once per year
  - b. Love Summer would like power in the section near the picnic tables.....every week during summer
  - c. Mayfest would like power around the perimeter of the Green
  - d. Love Winter would like a hard surface pad to set up equipment on instead of in the mud
  - e. Love Winter would like to have the outlet by the Town Tree repaired and improved
6. Funding for Repairs to Town Green
  - a. Fill low spots after Oktoberfest
    - i. Move Mayfest to Town Hall or Game Club for one season to let the grass rebuild?
  - b. Is it possible to run French drains to the slope on the North side?
7. Point of Sale System for Events
  - a. Joe has extensive experience with Square
  - b. System requires name and Social Number to create account, but can then change SS# to Town's EIN
  - c. Will assist with setup of account, as well as separate "stores" under the main account
8. Discussion of Draft Event Guidelines
  - a. Requested submission of comments by October 16 for final recommendation
9. Other Items
  - a. Mayor Fontaine reported that he was working on getting a Naturalization Ceremony hosted in Lovettsville
  - b. Mayor Fontaine requested the establishment of a year-round Volunteer POC and volunteer recognition
10. Adjournment
11. **Next meeting September 18**

# Town of Lovettsville

## MINUTES : EVENTS COMMITTEE MEETING

TUESDAY, SEPTEMBER 18, 2018 AT 7:30 PM  
LOVETTSVILLE TOWN HALL  
6 EAST PENNSYLVANIA AVENUE, LOVETTSVILLE, VA

- Call to Order
- Reports from Sub-Committees
  - Love MayFest – Joe Suits
    - Making plans for holding event at Town Hall
    - Adding more German elements like a MayPole
    - Considering moving to May Day, not Memorial Day weekend
  - Love America
    - Veteran’s Day will be Sunday, November 11 at 11:00
  - Love Summer – Tiffany Dunlap
    - Meeting October 3, 2018
    - Still closing the books on beer service
  - Love Oktoberfest – Jim McIntyre
    - All systems go!
  - Love Winter – Caitlin Keefe (by Greg Ratner)
    - Elected Caitlin Keefe as Chair, and Meredith Kopp as Vice Chair
    - Working on calendar of events
    - Cross promotion ideas
      - Oktoberfest King and Queen and winning dachshund as judges for Light Up Lovettsville
      - Promote winter events at Oktoberfest Royalty competition and dog races
- Old Business
  - Discussion of purchasing an All-Terrain Vehicle for use by Town and Events
    - Tabled to give Staff an opportunity to look into insurance issues, and into how Staff would utilize such a vehicle
- New Business
  - Discussion of Events Finance Policy and proposed Events Guidelines
  - Assistant Town Manager provided history of town involvement in events.
    - Part Time Zoning Administrator Melissa Hynes was moved to full time to take on events duties
    - Tiffany Ahalt was hired in 2016 as a part time Events Coordinator
    - In 2017 Sam Finz coordinated a series of work sessions and in January 2018 Council decided:
    - Our events are held to promote Quality of Life and to promote tourism
      - These benefits justified the use of town staff and resources
      - Staff involvement needs to be defined in a Scope of Services for each event
    - Tabled until next meeting
- Next meeting November 26, 2018
- Adjournment

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## MINUTES EVENTS COMMITTEE MEETING

TUESDAY, OCTOBER 16, 2018 AT 7:30 PM  
LOVETTSVILLE TOWN HALL  
6 EAST PENNSYLVANIA AVENUE, LOVETTSVILLE, VA

**Present:** Chris Hornbaker, Caitlin Keefe, Joe Suits, Michael Dunlap, Harriet West, Jim McIntyre  
**Absent:** Kim Allar, Tom Ciolkosz

- Call to Order
- Reports from Sub-Committees
  - Oktoberfest – Jim McIntyre
    - Major last minute changes due to rain
    - 18% increase in revenues
    - Landscaping damages will be covered by Oktoberfest...hopefully ready by MayFest
  - MayFest – Joe Suits
    - Planning to be on Green, but looking at Town Hall as backup
    - Needs a TC representative and four at-large members
    - Have been collaborating with Love Summer, Oktoberfest, and Love Winter on year-round sponsorships
  - Love America – Kim Allar
    - No report.
  - Love Summer – Tiffany Dunlap
    - Meeting November 6
    - Addressing committee member involvement in events
  - Love Winter – Caitlin Keefe
    - Meeting October 17
    - A.J Jorgenson is heading Light Up Lovettsville
    - Meredith Kopp is heading Wintertainmentfest and Tree-lighting
    - Caitlin is heading Berserkle on the Zquirkle
      - No registration fee this year
      - Using surplus shirts and blankets
- Old Business
  - Discussion of an All-Terrain Utility Vehicle for use by Town and Events
    - Report from Assistant Town Manager (attached)
    - Chris following up with Chuck Anderson for price quote
  - Discussion of Event Guidelines document
    - Decided to recommend that Council add a post-event site checklist and a requirement to comply with the County's Special Event application process
    - Move by Chris, Vote 4-0-2
  - Discussion of Events Finance Policy
    - Tabled indefinitely
- New Business
  - Presentation of DRAFT Events Committee Charter
    - Will clarify that jurisdiction is for "advising" the Town Council
    - Add sections covering subcommittees
  - Discussion of Requests for Quotes
    - Discussed creating a "Resource Book" for subcommittees to share resources
    - We should solicit a new RFQ for toilets for 2019
- Other Items
  - Next meeting November 27, 2018
- Adjournment



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## MINUTES EVENTS COMMITTEE MEETING

TUESDAY, NOVEMBER 27, 2018 AT 7:30 PM  
LOVETTSVILLE TOWN HALL  
6 EAST PENNSYLVANIA AVENUE, LOVETTSVILLE, VA

Committee Members present: Jim McIntyre, Tiffany Dunlap, Caitlin Keefe, Melissa Barton  
Staff present: Town Manager Robert Ritter

1. Call to Order
2. Approved Minutes from October 16 meeting, unanimous vote
3. Reports from Sub-Committees
  - a. Love Winter – Caitlin Keefe
    - a. Meeting 11/28
    - b. Snowflakes are UP on Broad
    - c. Reports loss of shirts and blankets due to mice in the barn
    - d. Requesting
  - b. Love MayFest – Joe Suits
    - a. Scheduling meeting soon
    - b. Still need 4 committee members
  - c. Love America – Melissa Barton
    - a. No report
  - d. Love Summer – Tiffany Dunlap
    - a. Planning 3 concerts and 4 movies, plus one movie hosted by Love Winter
    - b. Planning {"Big Concert" mid-summer
    - c. Navy Band to close out summer
    - d. Committee is down 2 members
  - e. Love Oktoberfest – Jim McIntyre
    - a. Developing Mission Statement
    - b. Still working out financials
      - i. Estimating >\$22,000 in contributions to community civic groups
4. New Business
  - a. Presentation of Year-Round Sponsor Packet by Natalie Metzler
    - i. Seeking input from subcommittees
    - ii. Goal is to have final draft by January 15 meeting
5. Old Business
  - a. Discussion of Events Finance Policy

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- i. Unanimous vote to recommend that Town Council take no action on the Events Finance Policy
  - b. Discussion of Events Committee Charter: 2<sup>nd</sup> Draft
  - c. Discussion of proposed revisions to Town Facility Use Policy (continuation of Events Guidelines)
    - i. Concerns and questions to forward to Town Council
      - 1. "Fee may increase based on needs of specific event"
        - a. Who decides?
        - b. Who sets fee?
      - 2. Should there be a size threshold before Event Liability Insurance is required?
        - a. Who exercises the discretion regarding the requirement?
      - 3. Strike "or tobacco products" from Rule #8
      - 4. Change "wheeled" to "motorized" in Rule #10
      - 5. Cite to Noise Ordinance in #12
      - 6. Add Pre-Event Site Evaluation
6. Adjournment

# Town of Lovettsville

## MINUTES EVENTS COMMITTEE MEETING

TUESDAY, JANUARY 22, 2019 AT 7:30 PM  
LOVETTSVILLE TOWN HALL  
6 EAST PENNSYLVANIA AVENUE, LOVETTSVILLE, VA

Committee Members present: Jim McIntyre, Tiffany Dunlap, Joe Suits, Caitlin Keefe,  
Melissa Barton, Chris Hornbaker, Mayor Fontaine

Staff present: Town Manager Robert Ritter

1. Call to Order
2. Address from Mayor
  - a. Assured committee that "events are safe"
  - b. Planning to host an Open House the following weekend to address any concerns from the community
  - c. Councilman Hornbaker noted that he did not oppose events,
    - i. recommended submission of financial disclosure forms from subcommittee chairs who preside over budgets in excess of \$10,000 that are not approved by Council
    - ii. Recommended that line-item subcommittee budgets be presented to Council at least 90 days prior to event
  - d. Town Manager Ritter noted that he was recommending the creation of an Event Fund to stand alone aside the General Fund and Utility Fund
    - i. Would keep event funds separate
    - ii. Would help solve the issue of "fiscal year rollovers" that especially impact Love Summer
3. Presented Minutes from August and September meetings
  - a. Presented only, not adopted
4. New Business
  - a. Town Green and Town Square Concept Plan Discussion with Town Engineer
    - i. General discussion of electrical needs of the various events
      1. Summer, MayFest, and Oktoberfest would like additional power at East and South ends of the Green
      2. North end not as necessary
      3. Town Engineer noted that conduit exists on the North and South sides of the Green
      4. Subcommittees requested information about costs of the various options

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- a. Specifically want to know how much power can be fed through the existing conduit, as that would be the cheapest option
  5. Town Engineer requested comments from subcommittee members by Feb 19 Events Committee meeting
  - ii. General discussion about sinking anchors near Pavilion for posting banners
  - iii. General discussion about plans for summer-long placement of port-a-potty at Town Green
    1. Town Engineer recommended placement near handicapped entrance on Hammond Drive
      - a. Not directly in front of any house
      - b. Accessible to pump truck without requiring Staff to move it
    2. Committee requested more information about screening options, and purchase options
  - iv. Chair recommended scheduling a work session to walk the Green and survey options and needs for all three topics
- b. Selection of Vice Chair
- i. Melissa Barton nominated Tiffany Dunlap
  - ii. No other nominations
  - iii. Vote 4 Aye – 0 Nay – 1 Abstain
5. Reports from Sub-Committees
- a. Love MayFest – Joe Suits
    - a. Sticking with Memorial weekend for 2019
    - b. Music is booked
    - c. Meeting 2<sup>nd</sup> and 4<sup>th</sup> Tuesdays
  - b. Love America – Melissa Barton
    - a. Meeting February 4
  - c. Love Summer – Tiffany Dunlap
    - a. Meeting January 30
    - b. Love Winter sponsoring a Christmas movie
  - d. Love Oktoberfest – Jim McIntyre
    - a. Held a mini-retreat on January 21
      - i. Brainstorming ideas for Mission Statement
      - ii. Creating groundwork for drafting of position statements for each position on the committee
  - e. Love Winter – Caitlin Keefe

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- a. Held wrap-up meeting
  - b. Discussed possibility of getting dedicated laptop from the Town for use during events
    - i. Would also help for Love America, and Love Summer
  - c. Building a binder to document work plan and SOPs
    - i. Will have draft by February Events Committee Meeting
6. Old Business
- a. Discussion of Year-Round sponsorship packet
    - i. Motion by Joe Suits, Second by Tiffany Dunlap to recommend adoption by Town Council
      - 1. Unanimous vote in favor
7. Adjournment